

applying a layer of pressure-sensitive adhesive to a release surface of a removable substrate;

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simultaneously applying a film-forming material onto a surface of the pressure-sensitive adhesive layer to form a continuous film thereover and render the pressure-sensitive adhesive tack free, wherein the film-forming material has a viscosity that is within a range of viscosities that is compatible with the viscosity of the pressure-sensitive adhesive at a shear rate of approximately 40,000 s^{-1} and at a given application temperature;

laminating an overlaminate film layer onto the continuous film; and

forming a printed indicia onto one of the continuous film or a backside surface of the overlaminate film layer adjacent the continuous film.

39. The method as recited in claim 38 further comprising the step of heating one of the continuous film or the overlaminate film layer before the step of laminating to provide an adhesive surface for subsequent lamination with the other of the continuous film or the overlaminate film layer.

40. The method as recited in claim 38, wherein the continuous film is formed from a material having a viscosity within eight times the viscosity of the pressure-sensitive adhesive at a shear rate of approximately 40,000 s^{-1} and at a given application temperature.

41. The method as recited in claim 40, wherein the given application temperature is from about 150° to about 180°C.

Please add new claims 42 to 51 as follows:

42. (New) The method as recited in claim 38 wherein the steps of applying the pressure-sensitive adhesive layer and applying the film-forming material are done in a single step.

43. (New) A method for forming a pressure-sensitive adhesive construction comprising the steps of:

applying a pressure-sensitive adhesive material to a release surface of a removable substrate;

applying a film-forming material onto a surface of the pressure-sensitive adhesive material, while the pressure-sensitive adhesive material is in a non-final state, to form a continuous film thereover and render the pressure-sensitive adhesive tack free;

laminating an overlaminated film layer onto the continuous film;

and

forming a printed indicia onto one of the continuous film or a backside surface of the overlaminated film layer adjacent the continuous film.

44. (New) The method as recited in claim 43 wherein the steps of applying the pressure-sensitive adhesive material and applying the film-forming material are done simultaneously in a single step.

45. (New) The method as recited in claim 44 wherein the film-forming material has a viscosity that is within a range of viscosities that is compatible with the viscosity of the pressure-sensitive adhesive material at a shear rate of approximately $40,000 \text{ s}^{-1}$ and at a given application temperature.

46. (New) A continuous method for forming an overlaminated pressure-sensitive adhesive construction comprising the steps of:

forming a prelaminate pressure-sensitive adhesive construction comprising:

applying a layer of pressure-sensitive adhesive material to a release surface of a removable substrate;

applying a film-forming material onto a surface of the pressure-sensitive adhesive material to form a continuous film thereover and render the pressure-sensitive adhesive material tack free;

forming a printed indicia onto a surface of the prelaminate pressure-sensitive construction; and

applying an overlaminant film layer onto the surface of the printed indicia.

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47. (New) The method as recited in claim 46 wherein the pressure-sensitive adhesive material and the film-forming material can each be applied in the form of a hot melt, an emulsion, or a solution.

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48. (New) The method as recited in claim 46 wherein the film-forming material is applied onto the pressure-sensitive adhesive layer before the pressure-sensitive adhesive material is fully cured.

49. (New) The method as recited in claim 46 wherein the pressure-sensitive adhesive material and the film-forming material are applied simultaneously in a single step.

50. (New) The method as recited in claim 46 wherein the pressure-sensitive adhesive material and the film-forming material are applied sequentially.

51. (New) The method as recited in claim 46 wherein the overlaminant film layer is formed from an optically transparent polyolefinic material.